

Classic Cottages

Problem

How can Classic Cottages increase brand awareness to sell their new houses?

Solution

By layering an out of home campaign with a mobile component.

Background

Classic Cottages wanted to sell the limited house inventory by increasing interest and visitation.



Objective

The central objective was to introduce the new Classic Cottages development to the nearby communities.

Strategy

Banners and floor graphics were strategically placed at nearby rail stations to drive awareness to these communities and provide information for inquiries. Media mobile proximity technology was used along with geo fenced areas surrounding stations and the new developments.

Plan Details

Markets: Washington DC

Flight Dates: June 18, 2018 - September 9, 2018

OOH Formats: Rail Floor Graphics, Platforms Runners, and

Mobile Geo Fencing

Budget: \$10,000 and over

Results

Classic Cottages' community garnered over 80,000 impressions and over 600 direct clicks to the website in the first two weeks of the out of home and mobile ad campaign.

Additional Information

Client Testimonial - "Traffic for both of our communities has increased since the metro and mobile ads launched". - Alicia Muzzy, Marketing Coordinator

